

# MYAPPFREE S.R.L.

MyAppFree is the **marketplace for mobile discovery app** that allows users to download a paid app for free every day, plus a selection of featured apps suggested according to user's interests.

Released in **2013**, now myAppFree has 1.7 million downloads and over 300,000 profiled registered users.

With the increasing number of available apps in mobile Stores, users struggle to find the best apps suited to their needs. On the other hand, developers do not have a tool to promote their products effectively and easily.

MyAppFree is an **app marketplace** that connects users and developers through "**App of the Day**" model and discounts apps for a limited time. We provide services of user acquisition and rank increase for applications, with CPC and CPI models for freemium and free app.

**Mobile marketing** is now worth \$30 billion dollars with an expected increase of 80% for 2017. (Source: VentureBeat)

Android market: 1.6 billion users

Windows market: 100 million smartphone users and 400 million tablet / PC users. (1.5 billion estimated for 2018)

MyAppFree has **enterprise customers** the likes of Nokia, Microsoft and customers with mobile applications like FoodPanda, UCBrowser, Ringo, SBK15.

The customer segments are: Top Apps, Brand, Marketing Agencies, apps and games developer companies.

In particular, myAppFree boasts **partnerships** with **Mobile Marketing Agencies** to provide their platforms with traffic and manage their promotional campaigns. Direct campaigns with big brands & app for profiled user acquisition.

MyAppFree has been participating for two years with its stand at London AppsWorld and Mobile World Congress in Barcelona.

